APPENDIX A: DESIGN STANDARDS FOR NEW MARKET

2.1 Create Human Scale. Human scale is the proportional relationship of buildings and spaces to people. When components in the built environment are ordered in such a way that people feel comfortable, then human scale has most likely been used. By contrast, a place that is out of human scale, either too small or too large, will tend to make people feel uncomfortable. The reaction is to avoid such a place or to move through it quickly. Significant buildings and sites use monumental scale to create a sense of importance. In these cases, the human scale elements are often incorporated into the project as well. Human scale can be further reinforced by the choice of materials, textures, patterns, colors, and details.

2.1.1 Characteristics of Human Scale Development

a. The dimensions of building height and width, street width, streetscape elements, building setback, and other elements are combined so that they establish a comfortable realm for people to move around in and interact in. The dimensions of human interaction govern the design rather than the dimensions of vehicular circulation and convenience.

b. Buildings are arranged to enclose and define space. This may include locating buildings close to a sidewalk, creating spatial definition.

c. Buildings have limited height at pedestrian paths and sidewalks. Taller buildings have upper stories that are set back. There is a gradual transition of heights and mass, with the greatest concentration in the center of activity centers.

d. Building articulation and design details reduce the perceived mass of large buildings. Elements such as openings at street level, decorative elements that mark floor heights such as cornices, porches and awnings are used to break the building down to human dimensions.

e. Residential forms and proportions are used on commercial and office buildings next to residential areas.

f. Street trees with protective canopies enclose and define the streetscape.

g. Street widths are limited when possible, bulb-outs are used at crosswalks, and medians are used to break the street into dimensions comfortable for pedestrians.

h. Streetscape elements such as sidewalks wide enough for comfortable pedestrian movement, distinctive sidewalk paving, pedestrian-scale streetlights and other fixtures are used to relate to the human dimension.

2.2 Create a Sense of Place. A “sense of place” creates an image that remains in your mind when you leave that area. This sense can be built on a particular distinctive element, such as a landmark building, a grove of mature trees or a special view. It also can be a mosaic of details that creates a fine-grained streetscape. Individuality of design can give a sense of place, and so can a theme of common design elements, particularly in the public realm.

2.2.1 Characteristics of Sense of Place

a. Civic open spaces may be located in central parts of a development.

b. Amenities such as fountains, clocks, or seating areas are provided.

c. Gateways into an area are marked with signature architecture, public art, and/or landscaping.

d. A landscaping and/or streetscape theme is used to define the area or the inherent features of a place.
e. The architecture relates to human scale, is pedestrian friendly and is harmonious with neighboring buildings and the setting.
f. Outdoor spaces are defined by building arrangement, landscaping, and/or site elements such as fences or walls.
g. A materials palette or architectural theme may be established for specific areas.
h. Special features and buildings may be used to terminate vistas.
i. While an architectural style or landscape theme may create a unified design, some variety and individual expression within that theme provides vitality to an area.

2.3 Connect Uses. A community is made up of both social and physical connections. Connecting uses means making clear pedestrian and vehicular pathways between developments. It also means intermingling compatible uses. A strong sense of community, the highly valued "small-town atmosphere," depends on having such convenient and easy access to a variety of activities and uses. This connection of uses is very important to the function of a livable, pedestrian-oriented community such as New Market desires. Because many policies of recent decades have resulted in or even required the separation of projects and uses, this all-important design principle perhaps will require the greatest adjustment in how development occurs.

2.3.1 Characteristics of Connectivity

a. Individual developments are joined together with roads and continuous sidewalks and paths versus a collection of separate development pods. Within a development, easy-to-use internal circulation is provided not only for cars but for pedestrians and bicyclists between all buildings and spaces.
b. Street stubs to adjacent developable sites are provided in existing developments for future connections between new projects and uses.
c. Common streetscape elements, materials and designs are used to visually link different areas.
d. Buildings are oriented to roads and sidewalks with orientation to parking areas being secondary. Buildings and whole developments are not isolated from one another with extensive buffers.
e. Pedestrian and vehicular links are provided to parks, schools, and other public destinations.

2.4 Provide Transitions. As New Market moves into a pattern of integrated uses and development projects, transitions become more important than ever to ensure compatible neighbors. Traditionally, uses have been separated and projects were designed to stand alone, buffered by landscaping and spatial separation. New Market's vision calls for bringing activity centers closer together and requiring connections. With good transitions, potential conflicts can be forestalled.

2.4.1 Characteristics of Transitions Between Uses

a. Complementary architectural design including building height, style, color, materials, mass, footprint and decoration is used to make a transition between diverse land uses.

b. Manipulation of massing is used to buffer abrupt changes of scale. For instance, the mass of a multistory development can be stepped back from the street when adjacent to smaller scale development.
c. Transitions between residential and larger commercial areas are created with mid-sized developments that may include higher density residential, small office and/or retail uses.
d.. Primary building elevations that are visible from the street or neighboring developments generally are not devoted to service functions such as delivery, loading docks, maintenance areas, utility equipment, etc.
e. Planted buffers or fences and walls are used when architectural transitions would not be sufficient to reduce negative impacts such as rear service entries.
f. Parks and open spaces can be transition zones between residential and commercial uses.

2.5 Reduce Parking Impacts. A key principle of New Market's design vision is to reduce the visual impact of parking. This goal includes reducing the image of the "sea of parking" one finds along corridors at retail centers and the "garage-scape" in neighborhoods. Parking is necessary at work, at home, and at destinations throughout the town. However, there is no reason why it needs to dominate the view. Following the Town's design principles should result in a decreased need for parking spaces, as more sites are accessible on foot and in combined trips. At the same time, the careful placement and design of parking areas will do much to determine how successfully New Market can achieve its other goals of full pedestrian access and good connections.

2.5.1 Characteristics of Reduced Parking Impacts

a. A portion of parking is placed to the rear or sides of commercial buildings that face a street. This parking is essentially overflow parking for peak usage during the year.
b.) Buildings are more prominent than parking lots.
c. On-street parking is provided when feasible to reduce the area of parking lots.
d. Parking is shared between complementary uses such as churches and office buildings.
e. Plantings and pedestrian paths are used to divide large lots into smaller lots.
f. Parking lots are screened with low walls and/or year-round plantings.
g. Parking lots are well-shaded with trees in order to create a more desirable parking area.
h. Garages do not dominate the residential street view. In some cases, access and parking are provided at the rear of some residential units.
i. Structured parking is used in high-density commercial/office areas to reduce the area of necessary surface parking.

2.6 Plan for Pedestrians, Bicyclists, and Transit Users. Emphasis on the pedestrian experience looms large throughout the vision for New Market. It is intended that it be possible to bike or walk between most destinations. Overcoming obstacles to walking from place to place requires evaluation of all components of development, from road dimensions to building arrangement and to parking lot design. It also requires amenities such as sidewalks, plantings, and street furniture. Continuous routes are the key.

2.6.1 Characteristics of Planning for Pedestrians, Bicyclists, and Transit Users

a. Overall, sidewalks, paths and greenways are connectors between communities, between and within neighborhoods, block-to-block and at mid-block to schools and other high volume pedestrian destinations.

b. Sidewalks are continuous along public streets.

c. Sidewalks connect buildings to the public sidewalk and to each other.

d. A system of bicycle and pedestrian paths is provided town-wide.

e. Sidewalks are designed to match the future volume of pedestrian traffic.

f. Safe and frequent crossings are provided for pedestrians.

g. Amenities such as street furniture, shade, and shelter are provided for pedestrians where there is a high volume of usage.

h. Sites for transit stops are reserved at locations appropriate for commuters and activity center users.

i. Bicycle storage is provided at appropriate locations, including parks, focus areas, and office parks.

2.7 Provide Open Space. Even as the amount of land consumed generally has outstripped raw population growth, modern patterns of development generally offer little space for recreation, social gathering, and preservation of natural areas. This design principle calls for outdoor space to be just as integral to the overall development plan as the construction of buildings, roads, and other structures. A wide range of open spaces are possible: public gathering areas in activity centers and office parks; common play areas and miniparks shared by nearby residences; and natural preserves. Setting aside well-designed open areas makes the immediate environs pleasant and fulfilling, giving citizens a convenient outlet for recreation and socialization and doing much to make continued development sustainable in the long run.

2.7.1 Characteristics of Usable Community Open Space

a. Open space is provided in central, pedestrian-oriented areas in activity centers neighborhoods and in large office/industrial parks.

b. Scenic views, mature woods or specimen trees, and riparian areas are reserved in new development.

c. Residential areas have recreation areas within a five-minute walk of each home.

APPENDIX B: Town of New Market Development Capacity Analysis
November, 2009

MDP has completed a draft development capacity analysis for the Town of New Market. This has involved collecting, integrating and interpreting data to make it 'fit" MDP's growth simulation model.

Maryland's local governments committed to performing the Development Capacity Analysis as part of their comprehensive plan updates via the Development Capacity Analysis Local Government MOU (signed by the Maryland Municipal League and Maryland Association of Counties in August, 2004) and the Development Capacity Analysis Executive Order (signed by Governor Ehrlich in August, 2004).

These agreements were commitments to implement the recommendations made by the Development Capacity Task Force, which are outlined in their July, 2004 report (the full report is available at: http://www.mdp.state.md.us/develop_cap.htm)

See the report mentioned above for a full description of the analysis' methodology and its caveats. MDP's analysis, while not perfect, was endorsed by the Development Capacity Task Force and many local governments. This analysis produces estimates of the number of dwelling units built by build-out based on existing zoning, land use, parcel data, sewer service, and information about un-buildable lands. The capacity results presented here are based on the latest revisions to the zoning and sewer service areas. This analysis does not account for school, road, or sewer capacity. The estimates are focused on the capacity of the land to accommodate future growth.

Background and Trend Data
Based on the Census Bureau's most recent population estimates, the Town of New Market had a population of 480 in 2005, an increase of 53 since the 2000 Census (427). In 2000, the City had a total of 159 households.

The Town of New Market is expected to grow from 179 households in 2005 to 647 by 2030, an increase of 468.

Capacity Analysis
The preliminary results of the growth model use the default MDP assumptions of the model and the current zoning of the Town.
According to MDP's capacity analysis, there is a total capacity of 365 households within the Town limits. There is not sufficient capacity for New Market's projected growth of an additional 468 households by 2030.

The capacities for each zoning category are show in Table 1 below (see Table 1 for acreage of each zone). 2

Table 1. Capacity by Zoning Category

Zoning	New Household Capacity	Acres
NM-AP	0	17.7
NM-I	0	3.4
NM-MC	0	5.2
NM-MRS	26	21.7
NM-OS	0	6.3
NM-R1	336	266.9
NM-R2	0	1.0
NM-RM	3	41.2
Totals	365	363.4

These capacity numbers are in the preliminary draft stage and need to be ground-truthed. These numbers may change with more refinement from the Town.

APPENDIX C: Wilson T. Ballard Traffic Study Observations

OBSERVATIONS

Study	Bypass	20-Year		Change from Previous Analysis	
		DUs	Main Street PHV	DUs	PHV
March 2006	YES	13,889	2650	-	-
August 2007	YES	9,625	2490	-30.7%	-6.0%
December 2007 A	NO	9,633	3230	+0.1%	+29.7%
December 2007 B	NO	8,633	3170	-10.4%	-1.9%
February 2008 C	NO	7,133	3100	-17.4%	-2.2%
February 2008 D	NO	6,100	3050	-14.0%	-1.6%

7

APPENDIX D: Traffic Study Response

WILSON T. BALLARD - 1968
RONALD W. RYE, PRESIDENT
ROBERT N. BOND, SENIOR VICE PRESIDENT
MICHAEL K. KELLY, VICE PRESIDENT
PAUL D. UPTON, VICE PRESIDENT
GLENN R. DETTER, VICE PRESIDENT
MARK D. LOTZ, VICE PRESIDENT
MARYANN BROWER, SECY.-TREAS.

E. RICHARD FEUSTLE, ASSOCIATE
SHAWN T. BURNETT, ASSOCIATE
DALE F. TOPPER, JR., ASSOCIATE
JOHN J. WEBSTER, ASSOCIATE
JEFFREY S. ZIEGENFUSS, ASSOCIATE
SERINA QUANDT, ASST. SECY.-TREAS.

THE WILSON T. BALLARD COMPANY
CONSULTING ENGINEERS
17 GWYNNS MILL COURT
OWINGS MILLS, MARYLAND 21117

TELEPHONE 410-363-0150
FAX 410-363-7811

March 3, 2011

Mayor Winslow Burhans II
Town of New Market
39 West Main Street
P.O. Box 27
New Market, Maryland 21774

Re: Municipal Growth Element
File: 800-076.17-07

Dear Mayor Burhans:

Our office has reviewed the July 20, 2010 letter from Keith Bounds, Maryland Department of Transportation Regional Planner, and the August 11, 2010 letter from the Maryland Department of Planning concerning the referenced document. These agencies mention the New Market Region Traffic Growth Study, which our office prepared for Frederick County. We offer the following points of clarification regarding the Traffic Growth Study:

1. The methodology used in the traffic evaluation for the Traffic Growth Study was reviewed and accepted by Frederick County Office of Transportation Engineering staff.

2. MWCOG's travel forecasting model analyzes traffic patterns within large regions, on a macro level or bigger picture scale, and the results are typically given as average daily traffic (ADT) volumes on regional roadways (e.g. interstate freeways, state routes). The Traffic Growth Study was conducted to evaluate projected operation within a subregion on a micro level or localized scale, along regional and local roadways, which was considered more appropriate for the intended analysis.

3. The traffic impact of installing full movement at the I-70/Meadow Road interchange was considered in all scenarios evaluated in the Traffic Growth Study.

4. The SHA project planning study of providing full traffic movements at the I-70/Meadow Road interchange has not progressed to the point where future ADTs and peak hour volumes have been projected for build conditions at the interchange. The development of build condition traffic volumes would provide an indication of the impact of the full movement interchange on the projected travel patterns on the area regional roadways.

5. The SHA I-70/Meadow Road interchange study provides traffic volumes along I-70, MD 144 and MD 75. Volumes were not projected along Old National Pike or Main Street.

6. The 2010 adopted Countywide Comprehensive Plan includes a land use scenario that was not evaluated in the Traffic Growth Study. At the request of the Town our office conducted a brief analysis of the land use changes and the results indicate a potential reduction of approximately 30 projected peak hour trips along Main Street. This reduction is not expected to result in volume to capacity ratios below 0.75 along Main Street in future years.

We hope these clarifications on the Traffic Growth Study developed for the New Market Region Plan assist the Town in responding to the comments on the Municipal Growth Element.

Very truly yours,

THE WILSON T. BALLARD COMPANY

By Shawn Barrett